haymarket®

EDM Specifications

In order to ensure a fast and smooth turnaround of eDMs, as well as to ensure correct and accurate delivery of the creative, it is required that clients stick to the below guidelines when submitting their own HTML creative.

Format available	HTML	Images
File Size	25KB (Maximum)	200KB (Suggested)
Notes	- All HTML should be Table based, with `<div>` tags kept to a minimum with no floating or absolute positioning. - Character encoding: UTF-8	- Static images (Gif/JPG) only. - All images must insert `<alt>` tag. - Animated gifs are not recommended (Due to Outlook only display the first frame of the animation). - Please make your message content into system text. Graphic text is not recommended
	- Material should be function on multiple email platforms e.g. Outlook, Gmail, Apple Mail? - Links have to contain `target="_blank"`	
Maximum width	600px	
NOT allowed	- Background images - JavaScript - iFrames - External CSS - Bookmark anchor tags in HTML (They don't work in Lotus notes) - Rich format element (E.g. Flash, HTML5, Video) - Custom fonts	
Text version	Additional text only version is preferred. (This is for those recipients who do not / cannot read HTML in their email clients).	
EDM Info required	- Subject line text - From sender name (usually company/product/event name) - Seed emails (people within the organization that wish to receive the actual eDM)	
Lead time	Well-formatted creative must be supplied 5 working days prior to eDM blast.	

Remarks:
- Haymarket Media must approve all creative prior to eDM blast.
- Haymarket Media reserves the right to remove any advertisement which is deemed annoying and / or harmful to our users at any time.
- An additional fee may be incurred if Haymarket Media is required to amend supplied creative to meet the specification.
- Any changes after creative submission will cause a delay of blast.
- A visual proof will be sent to client for approval prior to eDM blast.

HTML styling examples

Please check your HTML is well-formatted with standard tags.

1. All styles must be tag inline styles, and not referencing any external stylesheets, classes or styles at the top of the html.

Do	DON'T Do
`<p style="color:red;">This is the paragraph text.</p>`	`p { color: red; }`

2. `<font>` tags are not suggested, `<span>` is more compliant and should be used instead.

Do	DON'T Do
`<span style="color:blue;font-size:12px;">This is the text.</span>`	`<font size="2" color="blue">This is the text.</font>`

3. No custom tags.

Do	DON'T Do
`Custom tags (strip out totally)`	`<custom>Custom tags</custom>`

4. All HTML Tags should be closed and correctly nested.

Do	DON'T Do
`<b>This is bold</b>`	`<b>This is bold`
`<img src="http://www.www.com/image.gif" />`	`<img src="http://www.www.com/image.gif">`
`<b><i>This is bold and italicised</i></b>`	`<b><i>This is bold and italicized</b></i>`

5. Ensure images have widths and heights specified.

Do	DON'T Do
`<img src="http://www.www.com/image.gif" width="300" height="50" />`	`<img src="http://www.www.com/image.gif" />`

6. Pixels shouldn't be specified in tags.

Do	DON'T Do
`<img width="50" />`	`<img width="50px" />`
`<table width="600"></table>`	`<table width="600px"></table>`

7. Avoid using rowspan and colspan.

Do	DON'T Do
`<table border="0"  cellpadding="0" cellspacing="0">`	`<td rowspan="2" colspan="2">`
`  <tr>`	
`   <td>`	
`     <table border="0"  cellpadding="0" cellspacing="0">`	
`       <tr>`	
`         <td>1</td>`	
`         <td>1</td>`	
`       </tr>`	
`     </table>`	
`    </td>`	
`   <td> 2 </td>`	
`  </tr>`	
`</table>`	